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**WHAT IS CLAIMED IS:**

1. An oxidation dye composition for keratin fibres wherein said composition comprises, in a medium which is suitable for dyeing, at least one oxidation dye precursor and at least one cationic amphiphilic polymer selected from:

- quaternized celluloses modified with groups containing at least one fatty chain, selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms,

and

- quaternized hydroxyethylcelluloses modified with groups containing at least one fatty chain selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms.

2. The composition according to claim 1, further comprising at least one coupler.

3. The composition according to claim 1, wherein said at least one cationic amphiphilic polymer is selected from quaternized celluloses modified with alkyl groups containing from 8 to 30 carbon atoms.

4. The composition according to claim 1, wherein said at least one cationic amphiphilic polymer is selected from quaternized hydroxyethylcelluloses modified with alkyl groups containing from 8 to 30 carbon atoms.

5. The composition according to claim 4, wherein said keratin fibres are human keratin fibres.

6. The composition according to claim 3, wherein said keratin fibres are human keratin fibres.

7. The composition according to claim 6, wherein said human keratin fibres are hair.

8. The composition according to claim 5, wherein said human keratin fibres are hair.

9. An oxidizing composition for the oxidation dyeing of keratin fibres wherein said composition comprises at least one cationic amphiphilic polymer selected from:

- quaternized celluloses modified with groups containing at least one fatty chain, selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms, and

- quaternized hydroxyethylcelluloses modified with groups containing at least one fatty chain selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms.

10. The composition according to claim 9, wherein said at least one cationic amphiphilic polymer is selected from quaternized celluloses modified with alkyl groups containing from 8 to 30 carbon atoms.

11. The composition according to claim 9, wherein said at least one cationic amphiphilic polymer is selected from quaternized hydroxyethylcelluloses modified with alkyl groups containing from 8 to 30 carbon atoms.

12. The composition according to claim 11, wherein said keratin fibres are human keratin fibres.

13. The composition according to claim 10, wherein said keratin fibres are human keratin fibres.

14. The composition according to claim 13, wherein said human keratin fibres are hair.

15. The composition according to claim 12, wherein said human keratin fibres are hair.

16. A ready-to-use composition for dyeing keratin fibres comprising at least one oxidation dye precursor, at least one oxidizing agent, and at least one cationic amphiphilic polymer selected from:

- quaternized celluloses modified with groups containing at least one fatty chain, selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms, and

- quaternized hydroxyethylcelluloses modified with groups containing at least one fatty chain selected from alkyl, arylalkyl and alkylaryl groups containing at least

8 carbon atoms.

17. The composition according to claim 16 further comprising at least one coupler.

18. The composition according to claim 16, wherein said at least one cationic amphiphilic polymer is selected from quaternized celluloses modified with alkyl groups containing from 8 to 30 carbon atoms,

19. The composition according to claim 16, wherein said at least one cationic amphiphilic polymer is selected from quaternized hydroxyethylcelluloses modified with alkyl groups containing from 8 to 30 carbon atoms.

20. The composition according to claim 19, wherein said keratin fibres are human keratin fibres.

21. The composition according to claim 18, wherein said keratin fibres are human keratin fibres.

22. The composition according to claim 21, wherein said human keratin fibres are hair.

23. The composition according to claim 20, wherein said human keratin fibres are hair.

24. The composition according to claim 19, wherein said alkyl groups containing at least 8 carbon atoms are selected from C<sub>12</sub> and C<sub>18</sub> alkyl groups.

25. The composition according to claim 11, wherein said alkyl groups containing at least 8 carbon atoms are selected from C<sub>12</sub> and C<sub>18</sub> alkyl groups.

26. The composition according to claim 4, wherein said alkyl groups containing at least 8 carbon atoms are selected from C<sub>12</sub> and C<sub>18</sub> alkyl groups.

27. The composition according to claim 16 wherein said oxidation dye precursors are chosen from ortho- and para-phenylenediamines, bis(phenyl)alkylenediamines, ortho- and para-aminophenols, heterocyclic bases and the acid addition salts thereof.

28. The composition according to claim 1 wherein said oxidation dye precursors are chosen from ortho- and para-phenylenediamines, bis(phenyl)alkylenediamines, ortho- and para-aminophenols, heterocyclic bases and the acid addition salts thereof.

29. The composition according to claim 28, wherein said acid addition salts are chosen from hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.

30. The composition according to claim 27, wherein said acid addition salts are chosen from hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.

31. The composition according to claim 28, wherein said oxidation dye precursors are present in an amount ranging from 0.0005 to 12% by weight relative to the total weight of the composition.

32. The composition according to claim 31, wherein said oxidation dye precursors are present in an amount ranging from 0.005 to 6%.

33. The composition according to claim 27, wherein said oxidation dye precursors are present in an amount ranging from 0.0005 to 12% by weight relative to the total weight of the composition.

34. The composition according to claim 33, wherein said oxidation dye precursors are present in an amount ranging from 0.005 to 6%.

35. The composition according to claim 16, wherein said at least one cationic amphiphilic polymer is present in an amount ranging from 0.05 to 10% by weight of the ready-to-use composition.

36. The composition according to claim 9, wherein said at least one cationic amphiphilic polymer is present in an amount ranging from 0.05 to 10% by weight of the oxidizing composition.

37. The composition according to claim 1, wherein said at least one cationic amphiphilic polymer is present in an amount ranging from 0.05 to 10% by weight of the oxidation dye composition.

38. The composition according to claim 35, wherein said at least one cationic amphiphilic polymer is present in an amount ranging from 0.1 to 5%.

39. The composition according to claim 36, wherein at least one cationic amphiphilic polymer is present in an amount ranging from 0.1 to 5%.

40. The composition according to claim 37, wherein said at least one cationic amphiphilic polymer is present in an amount ranging from 0.1 to 5%.

41. The composition according to claim 2, wherein said at least one coupler is chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, heterocyclic couplers, and the acid addition salts thereof.

42. The composition according to claim 17, wherein said at least one coupler is chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, heterocyclic couplers, and the acid addition salts thereof.

43. The composition according to claim 17 wherein said at least one coupler is present in an amount ranging from 0.0001 to 10% by weight relative to the total weight of the composition.

44. The composition according to claim 2 wherein said at least one coupler is present in an amount ranging from 0.0001 to 10% by weight relative to the total weight of the composition.

45. The composition according to claim 44, wherein said at least one coupler is present in an amount ranging from 0.005 to 5%.



46. The composition according to claim 43, wherein said at least one coupler is present in an amount ranging from 0.005 to 5%.

47. The composition according to claim 41, wherein said acid addition salts are selected from the hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.

48. The composition according to claim 42, wherein said acid addition salts are selected from the hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.

49. The composition according to claim 1, wherein said composition additionally contains direct dyes.

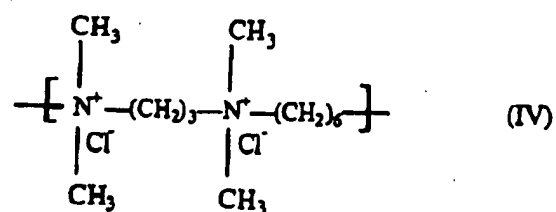
50. The composition according to claim 16, wherein said composition additionally contains direct dyes.

51. The composition according to claim 1, wherein said composition additionally contains at least one cationic or amphoteric substantive polymer.

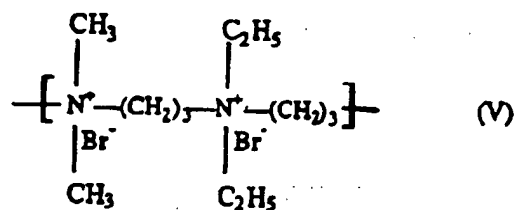
52. The composition according to claim 9, wherein said composition additionally contains at least one cationic or amphoteric substantive polymer.

53. The composition according to claim 16, wherein said composition additionally contains at least one cationic or amphoteric substantive polymer.

54. The composition according to claim 51, wherein said substantive polymer is a poly(quaternary ammonium) polymer containing repeating units corresponding to formula (IV) below:



55. The composition according to claim 51, wherein said substantive polymer is a poly(quaternary ammonium) polymer containing repeating units corresponding to formula (V) below:



56. The composition according to claim 1, wherein said composition additionally contains at least one antioxidant in an amount ranging from 0.05 to 3% by weight relative to the total weight of the composition.

57. The composition according to claim 1, wherein said composition additionally contains at least one adjuvant selected from sequestering agents, hair conditioners, in particular silicones, preserving agents, opacifiers and anionic, nonionic and amphoteric surfactants.

58. The composition according to claim 16, wherein said composition has a pH ranging from 4 to 11.

59. The composition according to claim 58, wherein said composition has a pH ranging from 6 to 10.5.

60. The composition according to claim 16, wherein said oxidizing agent is selected from hydrogen peroxide, urea peroxide, alkali metal bromates, ferricyanides, and salts of peracids.

61. The composition according to claim 16, wherein said oxidizing agent is an aqueous hydrogen peroxide solution whose titre ranges from 2.5 to 40 volumes.

62. The composition according to claim 61, wherein said oxidizing agent is an aqueous hydrogen peroxide solution whose titre ranges from 5 to 20 volumes.

63. The composition according to claim 1, wherein said medium suitable for dyeing is an aqueous medium comprising water and optionally containing at least one cosmetically acceptable organic solvent.

64. The composition according to claim 63, wherein said at least one organic solvent is selected from ethyl alcohol, isopropyl alcohol, benzyl alcohol, phenylethyl alcohol, glycols, and glycol ethers.

65. The composition according to claim 64, wherein said glycols are selected from butylene glycol and dipropylene glycol and said glycol ethers are selected from diethylene glycol alkyl ethers.

66. A multi-compartment device or kit for dyeing keratin fibres wherein said device or kit comprises at least two compartments, one of which contains an oxidation dye composition (A) comprising in a medium which is suitable for dyeing, at least one oxidation dye precursor and another compartment contains an oxidizing composition (B) comprising at least one oxidizing agent, wherein at least one of the compositions (A) and (B) also contains an effective amount of at least one cationic amphiphilic polymer selected from:

- quaternized celluloses modified with groups containing at least one fatty chain, selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms, and

- quaternized hydroxyethylcelluloses modified with groups containing at least one fatty chain selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms.

67. A process for dyeing keratin fibres comprising:

- applying to said fibres an oxidation dye composition (A) containing in a medium which is suitable for dyeing, at least one oxidation dye precursor, and

- developing the colour in alkaline, neutral or acidic medium using an oxidizing composition (B) containing an oxidizing agent, at least one of the compositions (A) and (B) also containing an effective amount of at least one cationic amphiphilic polymer selected from:

- quaternized celluloses modified with groups containing at least one fatty chain, selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms, and

- quaternized hydroxyethylcelluloses modified with groups containing at least one fatty chain selected from alkyl, arylalkyl and alkylaryl groups containing at least 8 carbon atoms,

wherein said compositions (A) and (B) are mixed together immediately before being applied to said keratin fibres or wherein said compositions (A) and (B) are applied one after the other to the keratin fibres.

68. The process according to claim 67, wherein said keratin fibres are human keratin fibres.

69. The process according to claim 68, wherein said human keratin fibres are hair.

70. The composition according to claim 24, wherein said alkyl groups containing at least 8 carbon atoms are C<sub>12</sub> alkyl groups.

71. The composition according to claim 25, wherein said alkyl groups containing at least 8 carbon atoms are C<sub>12</sub> alkyl groups.

72. The composition according to claim 26, wherein said alkyl groups containing at least 8 carbon atoms are C<sub>12</sub> alkyl groups.